



# COMMUNICATIONS ADMINISTRATOR

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<b>Location:</b>	<b>Chesapeake, VA – Hampton Roads (Southeastern Virginia)</b>
<b>Classification:</b>	<b>Full-time, 40 hours per week; FLSA Exempt status</b>
<b>Salary:</b>	<b>Starting salary range of \$100,000 - \$115,000 annually, DOE/DOQ; Full Benefits</b>
<b>Closing Date:</b>	<b>Open until filled</b>

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## About the HRPDC

The Hampton Roads Planning District Commission (HRPDC), one of 21 Planning District Commissions in the Commonwealth of Virginia, is a regional organization representing this area's seventeen local governments. The purpose of planning district commissions, as set out in the Code of Virginia, Section 15.2-4207 is *...to encourage and facilitate local government cooperation and state-local cooperation in addressing on a regional basis problems of greater than local significance*. The HRPDC serves as a resource of technical expertise to its member local governments. It provides assistance on local and regional issues pertaining to Economics, Emergency Management, Housing, Planning, and Water Resources, and provides a robust education and outreach program. The HRPDC staff also serves as the support staff for the Hampton Roads Transportation Planning Organization (HRTPO), which is responsible for transportation planning and decision-making in the region. The HRPDC is an equal opportunity employer. Candidates must be authorized to work in the U.S. without employer sponsorship. For more information on the HRPDC, visit [www.hrpdcva.gov](http://www.hrpdcva.gov).

## The Position

The Hampton Roads Planning District Commission (HRPDC) is seeking a candidate for the position of Communications Administrator to manage the delivery of a comprehensive, proactive, cohesive communications strategy across the organization. This position is responsible for clear and concise, internal and external communication of all HRPDC and HRTPO activities, including community outreach and engagement, public relations, public information, and media relations. The Communications Administrator is responsible for guiding and supervising a team of professionals in order to maintain and upgrade the HRPDC and HRTPO websites, social media platforms, and other digital communications tools including graphic design, videos, and photography.

The Communication Administrator:

- Develops, implements, and oversees policies for website, social media, and other communications platforms. Creates and manages the generation of compelling and timely content for the HRPDC and HRTPO websites, social media pages, etc.
- Directs and manages centralized communication functions and supervises the communications department for the HRPDC and HRTPO.
- Establishes, promotes, and maintains effective lines of internal and external communication, public information, and community relations activities with staff, organizational stakeholders, partner organizations, appropriate government officials, residents, and media representatives.
- Designs and coordinates a strategic communications plan for the organization.
- Develops, implements, and manages strategic community outreach communication plans and platforms (newsletters, social media, website, etc.).
- Represents the HRPDC and HRTPO at various community functions; delivers public presentations as needed in order to increase awareness of the organization, its activities, projects and programs.
- Manages the agency's strategy for engaging with the media/press. Prepares clear and timely news releases and advisories regarding organizational events, services, and projects in conjunction with all departments; coordinates media and special coverage.
- Establishes access and maintains the HRPDC's and HRTPO's presence in social media. Ensures organizational websites are updated and current.
- Works with staff to standardize communications-related practices. Manages communications department and coordinates and assists agency programs/departments with developing content, graphics and layout options for website pages, special reports, etc.
- Collaborates with the DEI & Title VI/Civil Rights Coordinator to improve visibility, transparency and impact of the work carried out by the HRPDC and HRTPO by engaging diverse members of the community in regional planning and associated decision-making processes.
- Coordinates with staff to establish timelines and deadlines for project reports, special reports, marketing/informational materials, and other publications for public distribution to ensure needed resources are aware and ready.

- Monitors community feedback and analyzes the public's understanding of HRPDC and HRTPO projects, programs, and plans.
- Develops, implements, and oversees innovative public outreach and engagement strategies to keep a diverse group of stakeholders informed and engaged in the organization's work in the Hampton Roads region. Establishes benchmarks for measuring the success of the outreach and engagement strategies.
- Serves as the FOIA Officer for the organization ensuring that citizen, media, etc. inquiries are properly addressed within prescribed timelines.

## The Candidate

The ideal candidate will have:

- Ability to respond to changing situations in a flexible manner in order to meet current needs, and reprioritizes work as necessary.
- Experience in public speaking in order to represent the organization at public events and provide interviews to the press/media as necessary.
- Ability to develop and maintain a working knowledge of HRPDC and HRTPO programs and activities in order to represent the organization in interviews, special events, etc.
- Extensive knowledge of modern principles, and best practices of public relations, public information, media relations, community engagement and outreach and organizational communications. Experience with traditional media, various social-networking tools, website development, and content management.
- Strong ability to facilitate a collaborative environment with exceptional interpersonal skills and the ability to communicate effectively, both orally and in writing, and to interact effectively with all levels of staff, elected officials, residents, media, and other professionals.
- Knowledge of writing and editing techniques required to prepare reports, promotional releases, and related documents.
- Ability to think strategically and long term about the organization's communications needs.

## Education & Experience

Minimum of a Bachelor's degree from an accredited college or university with major coursework in communications, marketing, journalism, public relations, or closely related field with several years of progressively responsible experience working in a complex organizational setting while being responsible for directing communications functions and public relations. An equivalent combination of experience and training that displays the required knowledge, skills, and abilities may be considered.

Required experience includes: implementation and dissemination of effective communications policies and programs; experience with community and civic groups, familiarity with multiple social media platforms; and demonstrated ability to manage politically sensitive issues. Communications experience in a government setting is desirable.

## To Apply

To be considered, applicants must submit a letter of interest and résumé and should be prepared to provide examples of work along with professional references if requested. Completed materials can be submitted via:

Email: [karledge@hrpdcva.gov](mailto:karledge@hrpdcva.gov)  
 Mail: Kelli E. Arledge  
 Deputy Executive Director  
 HRPDC/HRTPO  
 723 Woodlake Drive  
 Chesapeake, VA 23320

## Benefits

The HRPDC provides a complete package of benefits as part of your compensation package. Benefits for full-time employees include:

- Medical
- Dental
- Vision
- Life Insurance
- Virginia Retirement System with Associated Benefits
- Paid Time Off
- Paid Holidays
- Family Medical Leave
- Bereavement Leave
- Civil Leave
- Military Leave
- Flexible Work Schedules with Telework Opportunities
- Flexible Spending Accounts
- Professional Development Opportunities

## About Hampton Roads

The Hampton Roads area is located in southeastern Virginia where the Atlantic Ocean meets the Chesapeake Bay. The region's land area covers approximately 2,907 square miles and includes an extensive system of waterways including the Intercoastal Waterway and the James, York, Nansemond and Elizabeth Rivers. Hampton Roads is rich in cultural treasures, reflecting the diversity of its communities and a variety of annual festivals celebrate the heritage of the region. History, music, drama, and art can also be found in a multitude of theaters and museums in the area. Norfolk is recognized as the Arts capital of Virginia, and is the home city for the Virginia Symphony, Virginia Ballet, Virginia Opera and the Commonwealth Theatre Company. The NorVa Theater, a downtown concert venue, offers concerts featuring national touring acts and well-known artists. The City of Virginia Beach is the number one vacation destination in Virginia. The City's three-mile boardwalk is only part of what makes the City so attractive to locals and visitors alike. From Croatan Beach to the south all the way to the North End beaches of the City, Virginia Beach reveals its vibrancy and laid back beach vibe, all wrapped up in a sprawling, park-like setting. The City of Williamsburg, James City County, and York County offer a wide range of activities and historic destinations, including Busch Gardens and the Historic Triangle which is comprised of Colonial Williamsburg, Jamestown, and Yorktown. Facilities located along the region's riverbanks offer a variety of activities that include boating, fishing, camping, biking, and tennis. The rural areas across Hampton Roads offer many tranquil and picturesque settings. There are hundreds of parks and campgrounds throughout the area and many concert venues featuring national touring acts and well-known artists.